

Co-design of a unified international aphasia awareness campaign

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Introduction

- Low aphasia awareness is an **international problem**.
- Despite numerous campaigns designed specifically to raise aphasia awareness, **more than 20 studies** across **20 countries** have demonstrated that **awareness of aphasia is persistently low** (Bennington et al., in preparation; Bennington et al., 2024).
- Simmons-Mackie et al., (2020) identified **possible reasons** for the **lack of campaign success**:
 - i. campaigns have **not had a unified and compelling message**
 - ii. campaigns have **not been coordinated across organisations and campaigns**
 - iii. campaigns **tend to target people who are already aware of aphasia**
 - iv. campaigns are **not informed by theory or research**
 - v. people living with aphasia and health-care professionals are **not always included in their design**
 - vi. the **impact of campaigns has not been evaluated**.
- This study aimed to **co-design a blueprint** for a **unified, international aphasia awareness campaign** and a **strategy to operationalise it**, with the **ultimate aim of raising awareness of aphasia globally**.

Method

This study used a **Patient and Public Involvement (PPI) approach** using **co-design methods** (McMenamin et al., 2022):

- A **team of people with different backgrounds and expertise** from **seven countries, four continents** and **eight time zones**, collaborated in the **co-design process**.
- This **international co-design team** comprised:
 - i. three **people with lived experience of aphasia**
 - ii. three **representatives of national and international aphasia, stroke, and neurorehabilitation organisations**, and
 - iii. three **people with media, marketing, health promotion and implementation science expertise**.
- The team collaborated in a **series of 18 online iterative workshops** (6 rounds of 3 workshops to manage the time zones). See Figure 1 for workshop outline.
- **The workshops were informed by two previous studies** (Bennington et al., 2024 and Bennington et al., in preparation).
- **Involvement** was reported per the **Guidance for Reporting Involvement of Patients and the Public (GRIPP) 2 shortform** (Staniszewska et al., 2017).

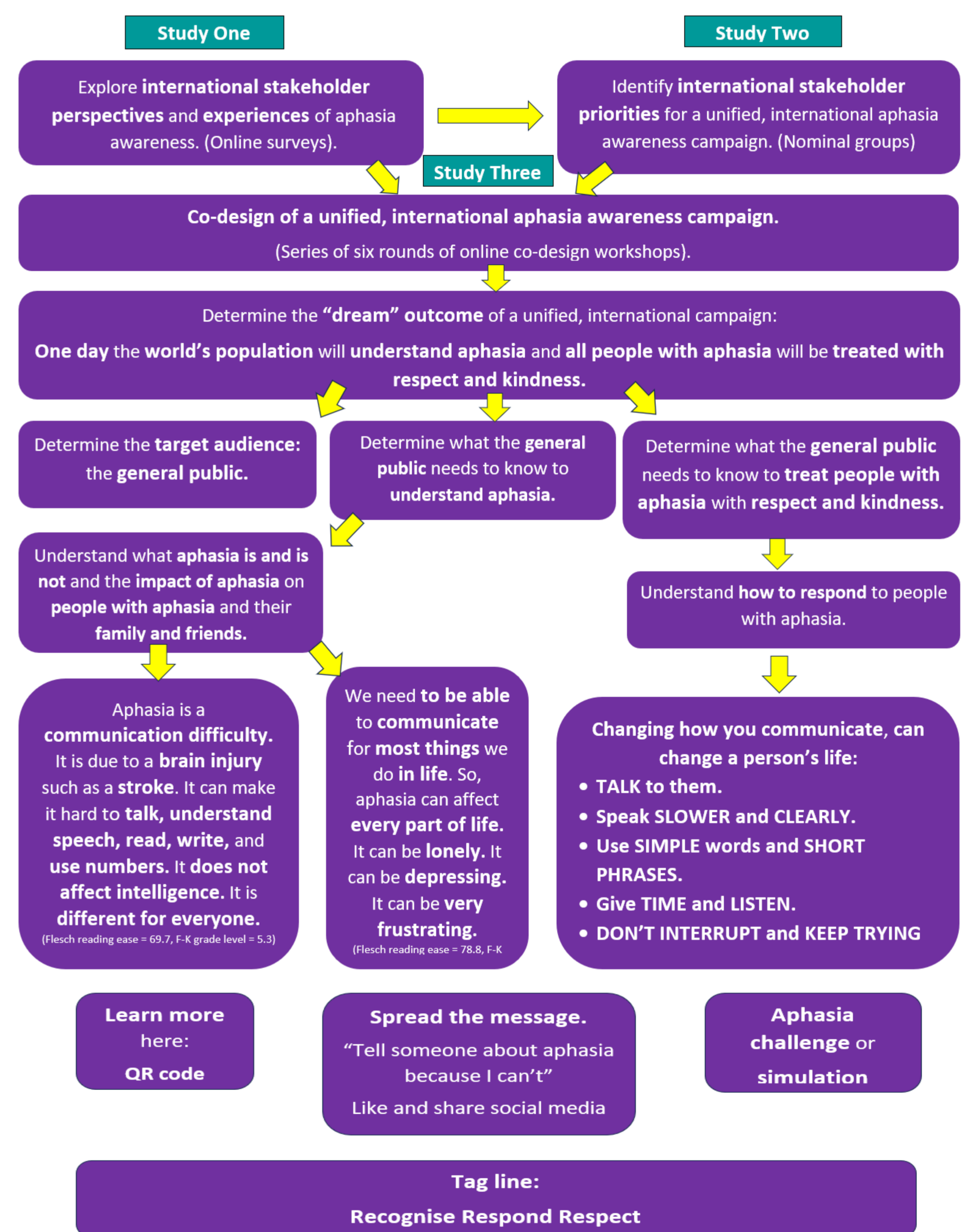
Figure 1: Workshop Outline



Results

- The **desired outcome** of the campaign was: **"One day the world's population will understand aphasia and all people with aphasia will be treated with respect and kindness."**
- This outcome directed all other campaign elements, including the **target audience** (the **general public**), **messages** (an understanding of what aphasia is/is not and its impact) **call/s to action**, and a **tag line** (Recognise Respond Respect). See Figure 2.
- A **multistep plan** for how **best to operationalise the campaign** was co-developed. This included **seeking funding** to develop the campaign assets, **translating the campaign into other languages** and **identifying campaign champions** in as many countries as possible to help **promote, distribute, and evaluate the campaign**.

Figure 2: Outcomes of the Iterative Co-design Decision Making Process



Conclusions

- A **blueprint for a culturally sensitive, unified, international aphasia awareness campaign**, and a **plan to operationalise it** were co-designed.
- Future directions include **co-development of the campaign and materials, including multi-lingual translation, implementation, and scale up**.

References

Scan the QR code for a copy of the poster with the complete reference list.



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